

Bidder's Conference Call:  
Training and Technical Assistance  
for the  
William F. Goodling Even Start  
Family Literacy Programs

**Michigan Department of  
Education**  
Early Childhood Education and Family Services  
Reneé De Mars-Johnson, Supervisor  
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**Purpose of Conference Call**

- Understand Even Start as an integrated, comprehensive program.
- Introduce the expectations of the proposed activities.
- Outline the required elements for development of a proposal.

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**Even Start -  
A Collaborative Effort**

- Partnerships between LEAs and CBOs
  - Families at or below poverty, children 0 through 7 years, low literacy
- Interactive Literacy Activities
- Parenting Education
- Adult Literacy, Secondary Education and GED Preparation or ESL
- Developmentally Appropriate Early Childhood Education
- Home Based Instruction
- Fifteen program elements
- State outcome indicators

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## Michigan Even Start— Quick Facts

- Federal allocation to Michigan is \$2,919,404 in 2006.
- Sixteen grantees implement the program locally.
- Legislation requires 3 percent set-aside for training and technical assistance.

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## Grant Purpose

- Create system of technical support focused on improvement of family literacy services provided by local projects.
  - Information
  - Resources
  - Support
  - Systematic training
- Not direct service to families.

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## Anticipated Outcomes

- **Information Outcomes**
- Technical assistance and trainings provided to Even Start programs will be of high quality, accurately reflect legislative requirements, and will be based upon research and the application of research to practice.
- Local Even Start programs will be connected to resources and professional development activities that support them in delivering high-quality Even Start Family Literacy services.

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## Anticipated Outcomes

- o **Knowledge Application Outcomes**
- o Local Even Start programs will implement strategies for continuous program improvement.
- o Local Even Start programs will become proficient at using data from the local independent evaluation, State performance indicators, and other pertinent assessments to plan instruction and improve participant achievement results.

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## Anticipated Outcomes

- o **Leadership Outcomes**
- o Local Even Start programs will build capacity to sustain implementation through a variety of diverse approaches to collaborative partnerships.
- o Leaders of local Even Start programs have skills and knowledge to implement elements of adaptive growth.

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## Goals

- o **Goal I:** Development of an information management and dissemination system using a variety of technology applications and methodologies to collect and disseminate information and materials that are relevant to the delivery of high-quality Even Start Family Literacy services.

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## Goals

- **Knowledge Application and Technical Assistance - Goal II:** Develop a statewide training and technical assistance program.
- **Leadership Training - Goal III:** Identify resources, training and support mechanisms to ensure local Even Start programs are able to implement high-quality, community-based family literacy programs that respond to the needs of the community through the development of strong leadership skills of all staff.

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## Goals

- **Project Coordination - Goal IV-A:** Develop and implement a systemic plan to coordinate with other information, technical assistance, and training service providers such as the MDE, Office of Early Childhood Education and Family Services and their state and federally funded initiatives, other agencies and projects addressing the four components of Even Start (adult education, early childhood education, parenting education, and interactive literacy activities between parents and their children).

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## Goals

- **Project Coordination - Goal IV-B:** Coordinate with the MDE, Office of Early Childhood Education and Family Services on a quarterly basis to ensure alignment with federal statute and guidance, the *Guide to Quality*, other General Supervision responsibilities, and other MDE initiatives that support family literacy.

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## Application Review Process

- Scored according to rubrics.
- Maximum score 100.
- Individual review, inter-rater reliability, team consensus on recommendation.
- Rank order according to score.
- Oral presentation may be requested.
- MDE reserves the right to negotiate final agreement.

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## Anticipated Timeline

- Applications due October 4, 2006.
- Review session October 26, 2006.
- Recommendations forwarded by November 1, 2006 to Superintendent.
- Letters to all by November 15, 2006.
- Grant services begin Dec. 1, 2006.
- First year Dec. 1, 2006 - June 30, 2007.

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## Fund Obligation

- Activities over three fiscal years (pending appropriations).
- \$200,000 in first period of obligation.
- \$87,500 in subsequent years.
  - No carryover available.
  - Funds in subsequent years dependent on federal appropriation.

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## Application Forms

- Application cover sheet
- Assurances
- Abstract (project description, key personnel, commitment and capacity) – one page only
- Budget form

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## Narrative Proposal

- 20 pages addressing key areas, allows reviewer to ascribe points for:
  - Quality of Project Design
  - Adequacy of Resources and Commitment
  - Quality of Personnel
  - Quality of Management Plan
  - Evaluation
  - Significance

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## Quality of Project Design 30 points

- Goals and objectives.
  - Measurement
- Address all project goals found on pages 10-12.
- Attend to anticipated outcomes found on page 3 of the instructions.
- Acknowledge the state outcome indicators.

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### Adequacy of Resources and Commitment – 10 points

- Address previous efforts of the applicant.
  - Training and technical assistance
  - Family literacy
  - Complex, multi-faceted projects
- Data presented to validate success.

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### Quality of Personnel 10 points

- Identify individuals, or
- Provide description of qualities and qualifications necessary to implement the proposed services.
- Specific knowledge in operations of Even Start family literacy programs.

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### Quality of Management Plan 20 points

- Provide a management plan for achieving the project's goals.
- Include benchmarks for each goal, project activities that support each benchmark, and a timeline that indicates when each of the activities will begin and target dates for completion.
- Specify objective indicators of achievement for each benchmark.
- Assign responsibility for each activity.
- Identify the number of hours per week each key person will dedicate to project activities.
- Describe the process and procedures that will be used to develop and institute strategies that will result in project improvement based on progress data that are efficient, feasible, and are likely to result in continuous improvement.

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Evaluation

10 points

○ Provide preliminary evaluation plan.

● Specify the methods and instruments the proposed project will use to evaluate the achievement of each of the proposed project goals.

● Concrete and quantifiable measures.

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Significance

10 points

○ Foundational knowledge of Even Start family literacy allows for:

● Ability to implement timely and effective TTA.

● Demonstrates that the implementation of the proposed project has the potential to have a significant impact on the quality of Michigan's Even Start projects.

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Budget

10 points

○ Consult Appendix A of Public School Accounting Manual (codes and definitions).

○ Summary and detail.

○ Reasonable costs for activities described.

○ Prepare for the first budget period only, using full \$200,000 for seven months.

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# Questions?

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